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Storefront for Art and Architecture

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Gallery hours

Tuesday—Saturday 11–6 p.m., Thursday 11–8 p.m.

Directions

Storefront is located at the corner of Kenmare Street and Cleveland Place, near Lafayette Street one block south of Spring Street. Trains: 6 to Spring Street, N/R to Prince Street & F/V to Broadway/Lafayette.

Submissions

While we do not have a formal call for proposals at this time, we welcome letters of inquiry accompanied by a resume, a concise description of your work or proposal and supporting visual materials (color copies and printouts only). All materials received will be filed in our submissions archive; they will not be returned. Please do not submit original materials. Also, be sure to include your name, phone number, and e-mail address in your letter. After review, we may contact you for additional information and material. We encourage all inquiries and value the opportunity to learn more about your work. However, due to the volume of materials we receive, we are unable to respond to all submissions.

Address all inquiries to:

Submissions
Storefront for Art & Architecture,
97 Kenmare Street,
New York, NY 10012

Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of innovative positions in architecture, art and design.

Storefront's programs are made possible by the generous support of the American Center Foundation, The Andy Warhol Foundation for the Visual Arts, Stephen A. and Diana L. Goldberg Foundation, Graham Foundation, The Greenwall Foundation, LEF Foundation, National Endowment for the Arts, New York State Council on the Arts, a State Agency, and New York City Department of Cultural Affairs, among others.

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BAG

E2 COVER

A2 TAPE

B1 MISSPELLING

C1 CORP.
MONUMENTS

B2 FADING
MARKETS

A4 REAL ESTATE

B3 EMPTY SIGNS

C2 STREET
VENDORS

A3 SHOP WATCH

C3 STREET LEVEL

E4 GARBAGE
DIGITAL SLUM

C4 SHOPPING
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H1 CAR DOOR

H2 LABELING

I2 PLASTIC
CRATES

I3 STANDPIPES

I1 PUBLIC CHAIRS

H3 POLE POST

G4 NEIGHBORHOOD

G3 OPEN CINE

G1 VOICE

D1 POLICE LINE

D2 DIVERSITY

I4 PRAY JESUS

ENDCOMMERCIAL® documents impromptu strategies of making ends meet in the contemporary city. Both an index and a story of urban phenomena and street life, this project portrays usually marginalized but ubiquitous objects and patterns that define the city's behavior and structure. This selection of over 1000 photographs is an inventory of the overlooked, organized into a multivalent classification system. Florian Böhm, Luca Pizzaroni and Wolfgang Scheppe have extracted ENDCOMMERCIAL® from their project *Digital Slum*, a body of ongoing photographic research that includes over 60,000 digital photos taken of cities on a daily basis since 1997.

The widespread availability of digital technologies for consumer markets has radically increased the capacity for mass digital-image production, storage and dissemination. This potential for unlimited image proliferation drives the *Digital Slum* both conceptually and physically. For one aspect of the project, Böhm, Pizzaroni and Scheppe have focused on amassing images of cities around the world through a daily practice of taking photos and publishing them on the web. Using the camera as a digital notebook, they record singular elements from the barrage of sensory information in the city. This array of informal and empirical photographs demonstrates the distinction between an unconscious visualization of singularities and an intelligent perception of generality. Within this expanding visual dictionary, reoccurrences and types emerge, suggesting patterns and structure in the seemingly chaotic urban flux.

ENDCOMMERCIAL® is a representative taxonomy of these urban elements. Drawing on different methods of scientific classification, these typologies are ordered into a hierarchical system of three main categories, nine subcategories and 32 chapters. Though the structure of classification appears rigorous, and is illustrated with a diagram that resembles the periodic table, the content of the categories is often poetic or open ended. While the main categories are general concepts – *System*, *Order* and *Identity* – the chapters illustrate a higher level of both specificity and whimsy – *A Barrier* (*A is for Barricade: Control*); *Misspelling* (*Instant Corporate Identity: Dysfunctional Speech Act*) and *Street Vendors* (*Trade Route: Commerce*), etc. The subjective nature of some of these categories also suggests the possibility of infinite recategorizations and reinterpretations of the original data.

Although, New York was the primary site of research for ENDCOMMERCIAL®, this lexicon of images illustrates phenomena that could exist anywhere: folding tables and blankets become temporary shops for street vendors, plastic bags indicate broken parking meters and empty shops anticipate future development. Through empirical and visual means, ENDCOMMERCIAL® unveils the contradictions and co-existence of different social and economic forces shaping urban life.

ENDCOMMERCIAL® is a case study project by SBA / Scheppe Böhm Associates. Photography by Florian Böhm, Luca Pizzaroni, Wolfgang Scheppe. The photographic archive currently contains more than 60,000 pictures.

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ENDCOMMERCIAL®

Taking the city of New York as its point of departure, the photographic project ENDCOMMERCIAL® addresses urban space, dissecting and reassembling it into something very different than a sum of the city's parts. Seemingly incidental things recur again and again, giving rise to a rhythm which is both the heartbeat of an organism and the cognitive means of a language. The photographs offer surprising analogies and connections. Image by image, the inner grammar of an urban subtext is pieced together. Block by city block, principles of order and the living evidence of an economic biotope are revealed and documented. Writing on the wall; signs on the street; codes, symbols, and fragments; the authorship of the anonymous; traces of use in public space, and the people who use it. The surprise the pictures hold is the sudden insight into the difference between seeing something frequently and registering it fully.

Text Appendix — endcommercial.com

LOGICAL STRUCTURE

